



COURSE SYLLABUS

Digital Entrepreneurship, 7.5 credits

Digital Entrepreneurship, 7,5 högskolepoäng

Course Code: JDER29	Education Cycle: Advanced level
Confirmed by: Council for Undergraduate and Masters Education Apr 4, 2019	Disciplinary domain: Social sciences (75%) and natural sciences (25%)
Valid From: Aug 19, 2019	Subject group: FE1
Version: 1	Specialised in: A1N
	Main field of study: Business Administration

Intended Learning Outcomes (ILO)

On completion of the course the student will be able to:

Knowledge and understanding

1. make use of academic insights about venture ideas
2. recognize entrepreneurial activities in their relation to relevant theories and models

Skills and abilities

3. identify and act on venture opportunities in digital settings
4. identify and overcome challenges in developing new venture ideas
5. effectively communicate a venture idea
6. critically assess entrepreneurial phenomena relating to relevant theories and models

Judgement and approach

7. analyze and value the feasibility of venture ideas
8. critically review literature in digital entrepreneurship, including the use of concepts and models

Contents

This course introduces the students to the field of entrepreneurship, with an emphasis on entrepreneurial activities in a digital context. The course gives students the opportunity to foster their own entrepreneurial skills and mindset. By exposing students to a unique learning environment, this course will challenge students to confront typical issues faced by today's entrepreneurs when exploring venture develop and assess business opportunities in digital settings. Practical, hands-on learning experiences will be complemented with academic reflection. This course will also expose the students to analytical and lateral thinking, behavioural flexibility, decision-making, oral and written communication, personal selling, stress management and acceptance of uncertainty, which are all important elements for developing an entrepreneurial mindset.

Areas covered are:

- the entrepreneurial mindset
- communicating venture ideas
- assessing the feasibility of venture ideas
- the process of entrepreneurship
- identifying and evaluating digital entrepreneurial opportunities

Type of instruction

The course is designed to be highly interactive and demands that all students actively participate and take charge of their own learning process. Lectures, workshops, seminars, student presentations, guest lectures, and work with venture ideas provide input to this process.

The teaching is conducted in English.

Prerequisites

Bachelor's degree in Business Administration or Economics (i.e the equivalent of 180 credits at an accredited university) or the equivalent. Students should have at least 7,5 credits in the area of Entrepreneurship and/or Innovation (or the equivalent).

Examination and grades

The course is graded A, B, C, D, E, FX or F.

The ILOs are assessed through the following types of examination:

Oral presentation (pitch of venture idea) : ILOs 1, 3, 4, 5 representing 0,75 credits

Group report : ILOs 3, 4, 5 representing 3 credits

Written assignments : ILOs 1, 2, 6, 7, 8 – representing 3 credits

Active participation in class : ILOs 1, 2, 7 Representing 0,75 credits

To pass the course, students must achieve at least 50% of each examination element, and at least 60% of the overall grade. The final grade is based on the combined result of all tests. The course is examined both individually and in group.

Registration of examination:

Name of the Test	Value	Grading
Examination ¹	7.5 credits	A/B/C/D/E/FX/F

¹ Determines the final grade of the course, which is issued only when all course units have been passed.

Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, course evaluators must be identified (elected) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on

issue e.g. Associate Dean of Education, Associate Dean of Faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

Other information

Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author or source. Cutting and pasting (e.g. from Internet pages) is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

Course literature

A list of selected readings will be posted on the course page.